



Course Specifications

Course Title:	Events Marketing
Course Code:	MKT1324
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Sixth/Third year
4. Pre-requisites for this course (if any): MKT1312
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course reviews the concepts and tools required in designing and implementing a successful event marketing strategy. The focus of the course is on applying contemporary principles of strategic marketing in promoting and marketing events, such as festivals, sporting events, community and cultural events and arts productions.

2. Course Main Objective

- To give students an understanding of the long-term issues in event management and marketing.
- Students who successfully complete this course will acquire conceptual and analytical skills in strategic planning
- Student will learn how to plan for events.
- Students will learn about the strategic development of events as well as their use for strategic destination marketing.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Describe the impact of the economic, social, cultural and environmental impacts, associated with different types of events, and the implications on sustainable development	K1
1.2	Recognize the new trends in the area of event marketing.	K4
2	Skills:	
2.1	Evaluate different business environment factors that affects the development of the events.	S3
2.2	Compare different theories, techniques, and strategies for events planning, and execution.	S1
3	Competence:	
3.1	Demonstrate interpersonal skills necessary to be successful in event marketing.	C1
3.2	Demonstrate entrepreneurial skills and participate in teams to set an event plan.	C3
3.3	Communicate effectively both orally and writing communication skills using the proper presentation forms, Islamic values, related language and reasoning appropriate in events marketing.	C5

C. Course Content

No	List of Topics	Contact Hours
1	What Are Special Events , The impact of special events	6
2	Conceptualizing the event	6
3	Economic analysis of events	6
4	Event Strategy: the planning function	6
5	Human resource management and events	6
6	The marketing of events ; Strategic Marketing of events	3
7	Event Administration; Sponsorship of events	3
8	Legal and risk management	3
9	Information Technology and Events	3
10	Events coordination Logistics	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Describe the impact of the economic, social, cultural and environmental impacts, associated with different types of events, and the implications on sustainable development.	• Direct (Lectures and Discussion)	Written test <ul style="list-style-type: none"> • True/Fales • MCQs • Essay questions
1.2	Recognize the new trends in the area of event marketing.	• Interactive learning	
2.0	Skills		
2.1	Evaluate different business environment factors that affects the development of the events.	• Direct (Lectures and Discussion)	<ul style="list-style-type: none"> • Essay • Assignment Case study
2.2	Compare different theories, techniques, and strategies for events planning, and execution.	• Interactive learning	
3.0	Competence		
3.1	Demonstrate interpersonal skills necessary to be successful in event marketing.	• Students group Independent study (Group project)	Project (Rubric)
3.2	Demonstrate entrepreneurial skills and participate in teams to set an event plan.	• Direct (Individual assignment) • Students group Independent study (Group project)	
3.3	Communicate effectively both orally and writing communication skills using the proper presentation forms, Islamic values, related language and reasoning appropriate in events marketing.	• Students group Independent study (Group project)	Presentations (Rubric) Discussions Project

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instracuor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Allen, J. et al. (2008). <i>Festival and Special Event Management</i> . Australia: John Wiley & Sons
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Electronic materials posted on the course LMS.
Other Learning Materials	Magazines and Newspaper

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

